الجمهورية الجزائرية الديمقراطية الشعبية

وزارة التربية الوطنية — الديوان الوطني للامتحانات والمسابقات

امتحان بكالوريا التعليم الثانوي — دورة: جوان 2009

الشعبة : علوم تجريبية – رياضيات – تقني رياضي – تسيير و اقتصاد

اختبار في مادة: اللغة الانجليزية — المدة: ساعتان ونصف

على المترشح أن يختار أحد الموضوعين التاليين:

<u>الموضوع الأول</u>

PART ONE: READING (15points)

Chinese consumers are losing confidence in their country's dairy industry after the latest contaminated milk products scandal. Almost 6,500 babies and children have become ill and four have died. Several hundred infants now have kidney problems. Many children need operations to remove stones from <u>their</u> kidneys. The reason for this tragedy is the poisonous compound added to the milk to increase the level of protein in it. The country's biggest dairy company admitted finding the deadly melamine chemical in its baby powder. The same chemical has also been found in liquid milk. Supermarkets are clearing their shelves of domestic milk products.

The Chinese government has ordered emergency checks on all dairy products.10% of the items it tested contained melamine. Officials have promised to punish those responsible for the scandal. The crisis has spread beyond China's borders, with Malaysia, Singapore and Japan banning Chinese milk imports. A famous coffee company in China has reacted quickly. Hundreds of <u>its</u> coffee shops have stopped serving drinks with milk. This measure is affecting its business.

A. COMPREHENSION (8points)

1. Say whether the following statements are true or false according to the text. Write T for true and F for false next to the sentence letter.
   a) The contaminated milk affected essentially babies and children.
   b) The contamination of milk was a natural phenomenon.
   c) The Chinese officials have taken measures to check all milk products.
   d) The milk scandal has affected other countries.

2. In which paragraph is it mentioned that...
   a) the Chinese officials have taken measures to punish the criminals?
   b) melamine is the cause of the contamination?

3. What/Who do the underlined words in the text refer to?
   a. their (§1)   b. its (§2)

4. Answer the following questions according to the text.
   a) What happened to many babies and children who had drunk the contaminated milk?
   b) Why did some dishonest milk producers add melamine to milk?

B. TEXT EXPLORATION (07 points)

1. Match the words with their meanings.

WORDS	MEANINGS
1. contaminated (§1)	a. well-known
2. tragedy (§1)	b. infected
3. banning (§2)	c. catastrophe
4. famous (§2)	d. prohibiting

2. Combine the following pairs of sentences using the correct connector in brackets.
   a) Many parents are furious at their country's dairy products industry. Their children have been contaminated by poisoned milk. (so that / because)
   b) The authorities have warned people not to consume the contaminated milk. Some people still buy that milk. (though / since)

3. Complete sentence b. so that it means the same as sentence a.
   1 a. He warned his children not to buy expired milk.
   b. "..........................expired milk," he said.
   2 a. Many people regret having bought that contaminated milk.
   b. Many people wish.................................

4. Classify the following words according to the pronunciation of their final 'ed'.
   ordered — promised — admitted — contained

/t/	/d/	/id/

5. Imagine what A says and complete the following dialogue.
   A: ....
   B: Almost 6,500 children fell ill.
   A:..
   B: Because of the poisonous substance found in milk.
   A:..
   B: A company producing milk.
   A:..
   B: The police arrested the company manager and removed the products from the market.

PART TWO: WRITTEN EXPRESSION (05 points)

Write a composition of about 80 words on ONE of the following topics:

Choose

Either

Topic 1: You have been asked to write an article for your school magazine about fraud and the consequences of fake goods and uncontrolled import.

You may use the following notes:

-unethical/immoral/illegal business.
-affects people's health / economy of the country.
-loss of money /taxes not paid...

Or

Topic 2: The story you have read (reading text) is one of fraud and tragedy that took place in China. What is your opinion about the scandal of the contaminated milk? Make suggestions on what should be done so that this will never happen again.

الموضوع الثاني

PART ONE: READING (15points)

Greedy companies have found a new way of selling their products to children: Internet games. The world's junk food makers are trying to sell their burgers, chocolate and soft drinks to children who play online. A report says more than 80% of the world's food companies are using this tricky new method. This report highlights the tactics of companies in targeting kids. It also says online ads are more effective than TV ads at hooking children.

The report sadly brings a new word into the English vocabulary – the "advergame". This is a technique to get children hooked while they are having fun online. In addition, many other marketing tactics are used to get children to spend long periods of time online. The food companies fill the games with logos and advertisements. Children can increase their chances of winning games by buying the products. Many people are worried about the role that food advertising plays in childhood obesity.

A. COMPREHENSION (08 points)

1. Write the correct answer.

The text is about...

a) Advergaming
b) Junk food
c) TV ads

2. Are these statements true or false? Write T for true and F for false next to the sentence letter.
   a) When playing Internet games, children are encouraged to buy junk food.
   b) Few companies use the new method of advertising their products online.
   c) Online ads attract more children than TV ads do.
   d) Child obesity is mainly caused by food advertising.

3. In which paragraph is it mentioned that...
   a) most of food companies are using online games to sell their food products to children?
   b) advertisers encourage children to spend a long time online?

4. Answer the following questions according to the text.
   a) What are the two types of ads mentioned in the text?
   b) What is the consequence of online food advertising on children's health?

5. What/Who do the underlined words in the text refer to?

   a. It (§1) b. Their (§2)

B. TEXT EXPLORATION (07 points)

1. Match the words with their meanings.

WORDS	MEANING
1. Greedy (§1)	a. a period of somebody's life when she/he is a child
2. Tricky (§1)	b. notice in a newspaper, on TV... inviting people to buy a product
3. Advertisement (§2)	c. having strong desire for too much money
4. Childhood (§2)	d. dishonest

2. Divide the following words into roots and affixes.

a. advertisement —b.discouraging — c.unproductive

Prefix	Root	Suffix
//////////	a.	....
b.	....	....
c.	....	....

3. Combine the following pairs of sentences using the connectors in brackets. Make any necessary changes.

a) Advertisers fill online games with advertisements. They want kids to buy their products. (so that)

b) To win games children are encouraged to type in special codes. These special codes are found in packaging. (which)

4. Classify the following words according to the pronunciation of their final 's'.

burgers — drinks — advertises

/s/	/z/	/iz/

5. Fill in each gap with one word from the list below.

games clubs found their

Food companies encourage children to e-mail...1...friends about products and brands. They also recommend children to join special...2...related to the games. Children may win these...3...by buying the products and typing in special codes...4...inside the packaging.

PART TWO: WRITTEN EXPRESSION (05 points)

Write a composition of about 80 words on ONE of the following topics:

Topic 1: Many companies do not think of the consequences of their advertisements. (moral or immoral; ethical or unethical). Their main concern is to make as much money as possible.

Write a letter to the manager of a food company in which you complain about the consequences of their advertisements on children's health (sign the letter Foulane Benfoulane).

You may use the following notes: spend a lot of time watching advertisements of food products / eat too much / become obese / ill / blood pressure / diabetes...

Topic 2: According to the reading text, many people are worried about the role that food advertising plays in childhood obesity. What other consequences can advertisements on TV and the Internet have on children?

KEYS (Sc. /M/TM/GE "Chinese consumers ....")

الموضوع الأول

ART ONE	15 pts	
omprehension:	8 pts	
ct 1.	2 pts	a. T b. F c. T d. T (0.5 each)
ct 2.	1.5 pt	a. §2; b. §1 (0.75 each
ct 3.	1.5 pt	a. Many children b. coffee company. (0.75 each
ct 4.	3 pts	a. Fell ill/ died/have kidney problems. (1.5) b. To increase the level of protein in it. (1.5)
ext exploration:	7 pts	
ct 1.	2 pts	1. b.; 2. c.; 3. d.; 4. a. (0.25 each)
ct 2.	1 pt	a. Many parents are..........because their children... b. Though the authorities..., some people... (0.5 each)
ct 3.	1 pt	b.1 "Don't / Never buy expired milk!" he said. (01 each) b.2 Many people wish they hadn't bought...
ct 4.	1. pt	
ct 5.	2 pts	Accept any logical completion. (0.5 each)
ART TWO	05 pts	Topic 1 Form (3 pts) / Content (2 pts) Topic 2 Form (2.5 pts) / Content (2.5 pts)

Act 4 table:

/t/	/d/	/id/
promised	ordered/ contained	Admitted

KEYS (Sc. /M/TM/GE "Greedy companies....")

الموضوع الثاني

ART ONE	15 pts	
omprehension:	8 pts	
ct 1.	1 pt	a.Advergaming
ct 2.	2 pts	a. T b. F c. T d. T (0.5 each)
ct 3.	1 pt	a. §1; b. §2 (0.5 each)
ct 4.	2 pts	a. The Internet ads and TV ads. (1.5) b. Obesity. (1.5)
ct 5.	2 pts	a. report b. children (0.5 each)
ext exploration:	7 pts	
ct 1.	1 pt	1. c.; 2. d.; 3. b.; 4. a. (0.25 each)
ct 2.	2 pts	(see table below)
ct 3.	1.5 pt	a. Advertisers fill online games with advertisements so that kids will buy / may buy /buy their products. b. To win games, children are encouraged to type in special codes which are found in packaging. (1 each)
t 4.	1.5 pt	(see table below)
t 5.	1 pt	1. their. 2. clubs. 3. games. 4. found.
ART TWO	05 pts	Topic 1 Form (3 pts) / Content (2pts) Topic 2 Form (2.5 pts) / Content (2.5 pts)

Act 2:

Prefix	Root	Suffix
////////	a. advertise	ment
b. dis	courage	ing
c. un	product	ive

Act 4:

/s/	/z/	/iz/
drinks	burgers/	advertises